

Making Search Pay

Our thoughts & experiences.



PennySaverUSA.com

Our AdSense Experience

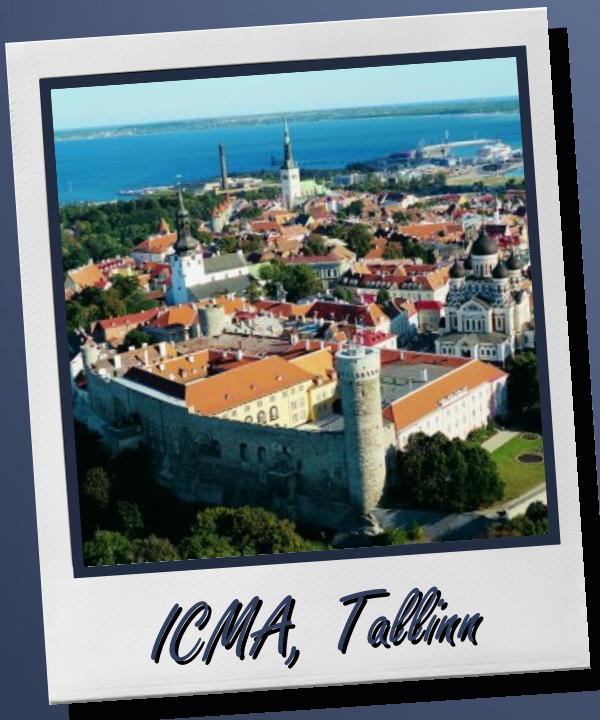
Our Starting Point...



\$3500 USD
Average Monthly Revenue

- Very little campaign oversight
- Little or no contact with the Google AdSense team
- AdSense placements in Leaderboard and Skyscraper only
- Basic coding (no hints or keywords)

What happened next?



- We attended the ICMA Conference in Estonia.
- We paid attention to the speakers.
- WE ACTED ON WHAT WE LEARNED!!

And then...?



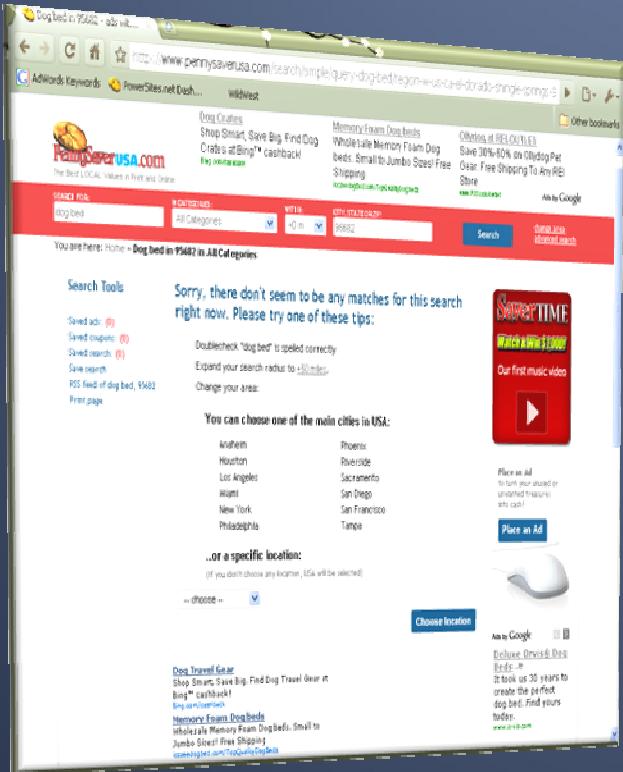
- Developed a partnership with our AdSense rep
- Weekly campaign review
- Analyzed results based on existing Key Performance Indicators (KPIs)
- Created additional ad slots
- Regular testing of code variations
- Implemented best practices

Optimization Tips



- **MOST IMPORTANT:** Talk to publishers who are already having success.
- **CRITICAL:** Develop a good working relationship with your account manager!
- Test ad formats and sizes.
- Ask for additional placements.

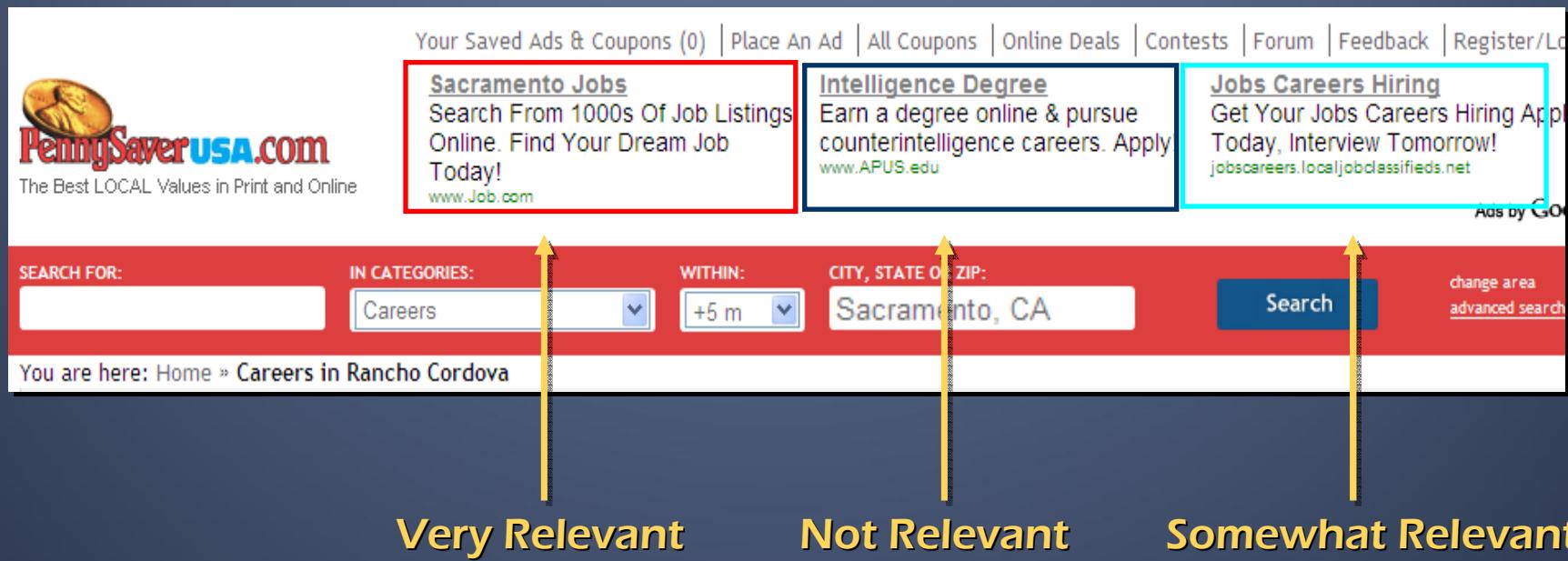
Optimization Tips



- Try some ad placements in **“non-obvious”** pages & locations.
 - Our “no results” page has the highest CTR and eCPM of all ad placements on our site!
 - AdSense in thumbnail results (“rolling ads”) is often the highest revenue driver.

Optimization Tips

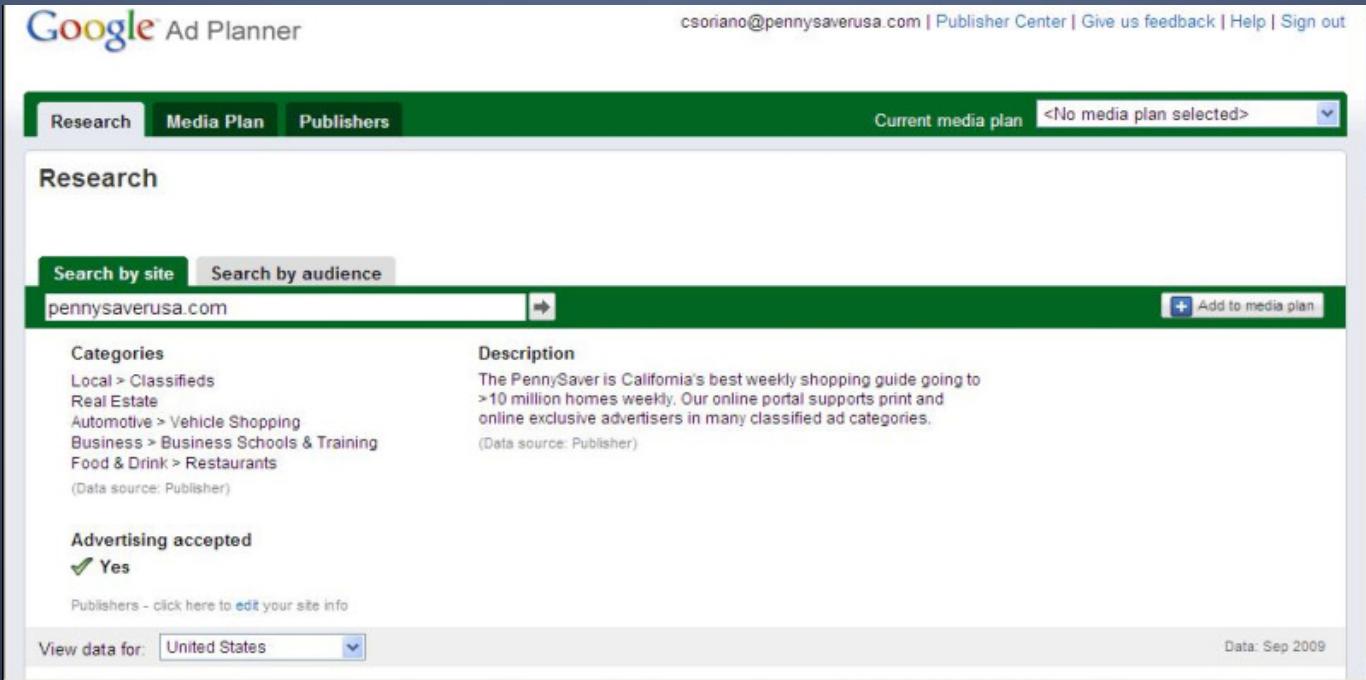
Consistently check AdSense ad relevancy



Optimization Tips

Optimize for placement of targeted ads

- Register with Google Ad Planner to encourage pay-per-impression ads (rather than pay-per-click).



The screenshot shows the Google Ad Planner interface with the following details:

- Header:** Google Ad Planner, user email (csoriano@pennysaverusa.com), Publisher Center, Give us feedback, Help, Sign out.
- Top Navigation:** Research (selected), Media Plan, Publishers. Current media plan: <No media plan selected>.
- Section:** Research.
- Search Bar:** Search by site (pennysaverusa.com) and Search by audience.
- Buttons:** Add to media plan.
- Categories:** Local > Classifieds, Real Estate, Automotive > Vehicle Shopping, Business > Business Schools & Training, Food & Drink > Restaurants. (Data source: Publisher).
- Description:** The PennySaver is California's best weekly shopping guide going to >10 million homes weekly. Our online portal supports print and online exclusive advertisers in many classified ad categories. (Data source: Publisher).
- Advertising accepted:** Yes.
- Text:** Publishers - click here to edit your site info.
- View data for:** United States.
- Bottom Right:** Data: Sep 2009.

Optimization Tips

Test the color palette

- Match AdSense colors with your site's color scheme.

BRYAN COLLEGE 10 hours ago

Career Education! Finally, A Career With A Great Salary And Flexibility! * Court Reporter

See Ad For More Details...

[Report this Ad](#) [Save](#) [More details »](#)

GO TO WORK NOW! 1 day ago

No Photo

Forklift training and OSHA certification available. No experience necessary. \$12 - \$24 per/hr. Call Bill (916)476-3219...

[Report this Ad](#) [Save](#) [More details »](#)

Visual Art Program - AZ
Fall Classes Begin On November 30th Apply For Admission To Collins Now!
CollinsCollege.edu/VisualArt

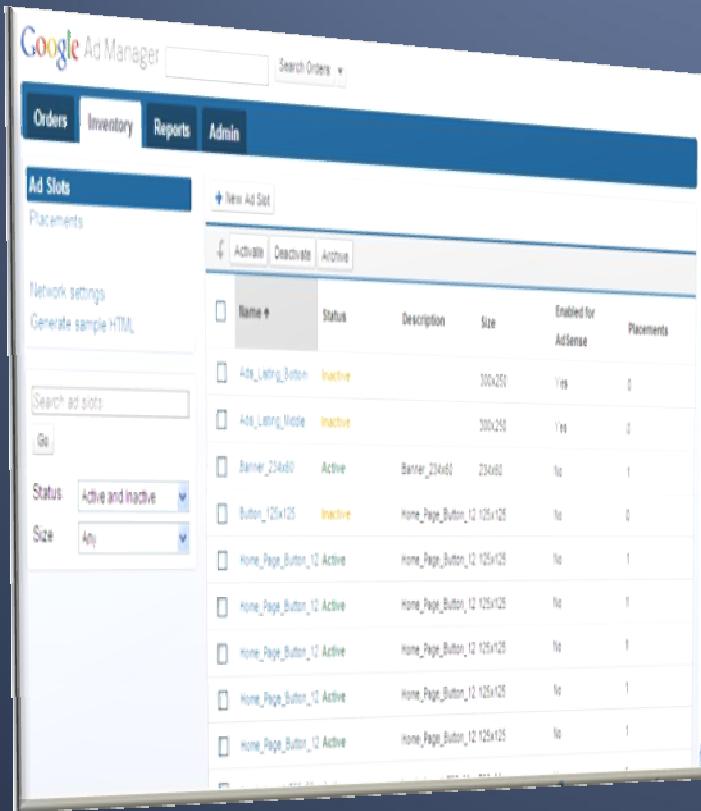
Find Your Job Here
Search 1000s Of Listings Online & Get Your Dream Job. Start Today!
www.Job.com

Bartending Career
Want to Become a Bartender? Join Us to Master Your Bartending Skills!
www.773Bartend.com

Site ad display

AdSense display

Optimization Tips



Beware of Google Ad Manager

- Placing AdSense under GAM code may cause problems with reporting and reduce ad effectiveness.
- Our rolling ads in GAM: CTR 0.20%, eCPM \$0.90
- Our rolling ads in Adsense: CTR 0.63, eCPM \$2.28

Optimization Tips

Example:

```
</script>
<script type="text/javascript">
GA_googleAddAdSensePageAttr
("google_kw_type", "broad")
  GA_googleAddAdSensePageAttr
("google_kw", "Rancho Cordova
California Careers,")
</script>
<script type="text/javascript">
GA_googleFetchAds();
</script>
```

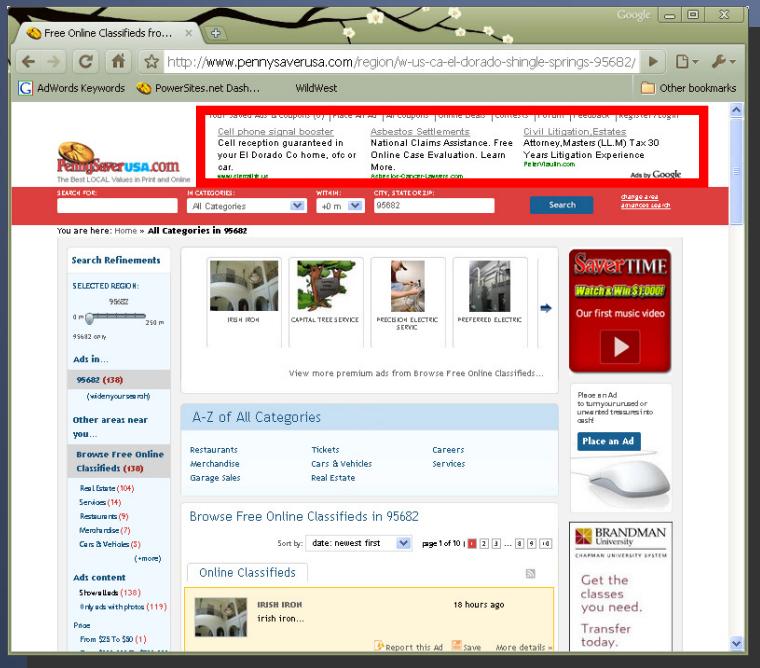
- Add hints and keywords code
- Google **MUST** approve use of Keyword (google_kw) or hints (google_hints)

Optimization Tips

More helpful best practices:

- Create good content with accurate and relevant keywords.
- Place AdSense slots in high visibility areas on the site (hotspots).
- Opt in to both text and image ads.
- Test other products (AdSense for Search, AdSense for Mobile and link units).
- Filter ads that are offensive or not relevant.
- Place best performing ad slots first in HTML code.
- Think like a user!

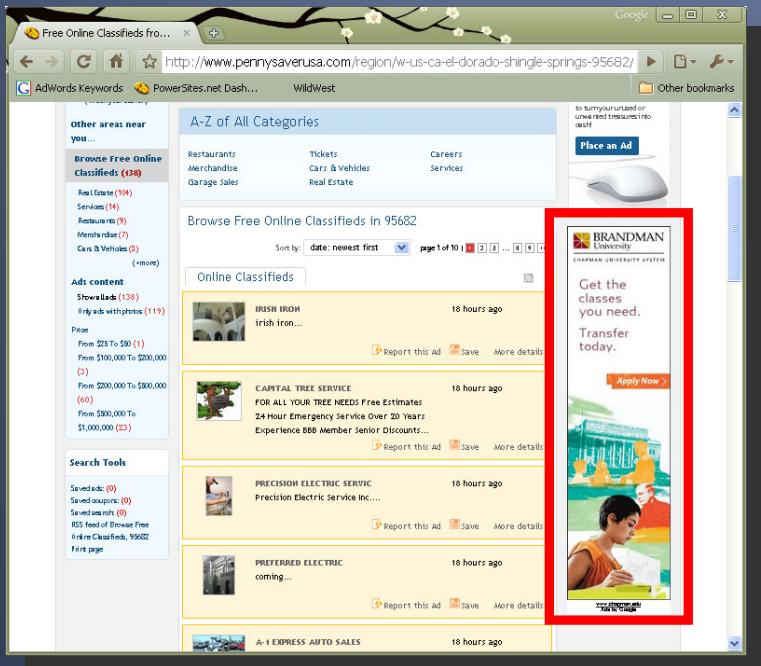
AdSense Placements



Leaderboard

- Size: 728 x 90
- CTR improved when we moved to text ads.

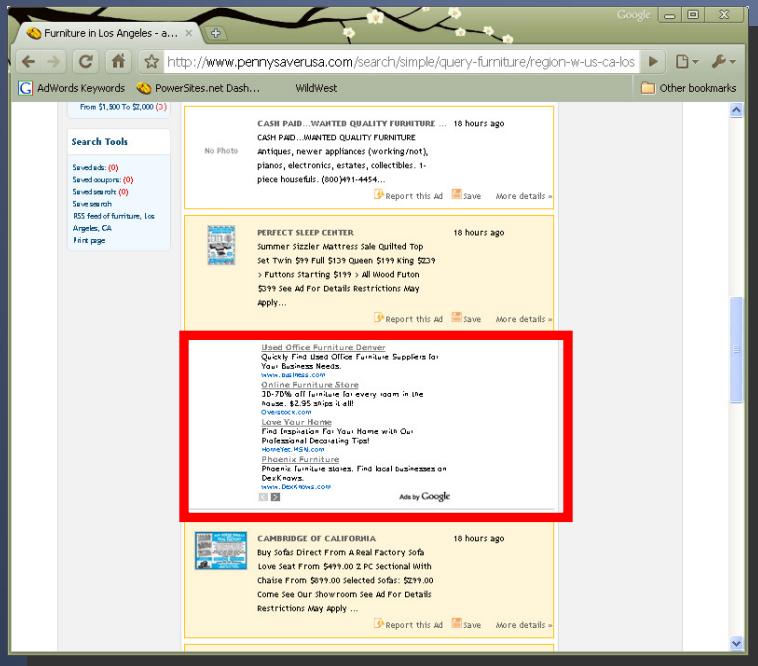
AdSense Placements



Skyscraper

- Size: 160 x 600
- Has become our LOWEST producing spot.
- Big gap between AdSense and selling this direct.

AdSense Placements

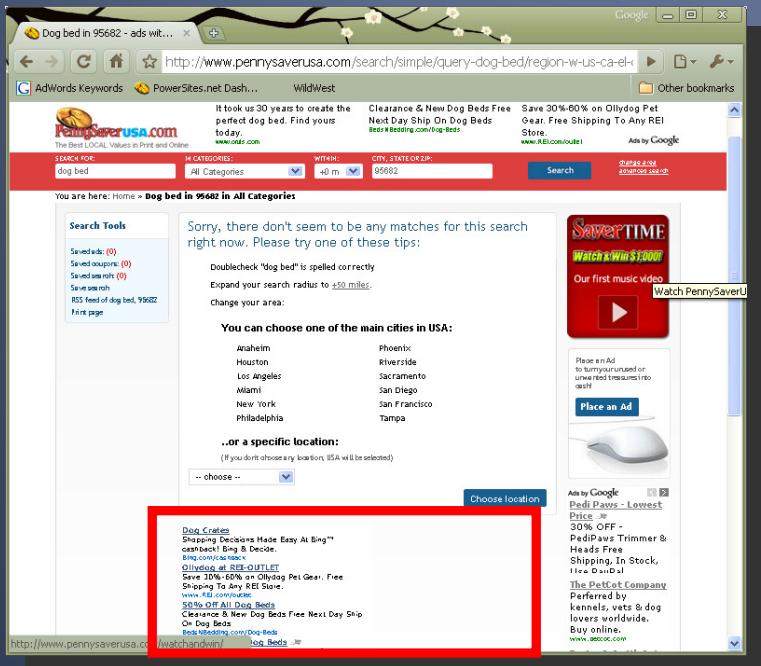


Rolling Ads

(Placed within search results)

- Size: 300 x 250
- Our best revenue producer.

AdSense Placements



No Results Found

- Size: 300 x 250
- Our highest CTR & CPM.

The Results:

\$13,500



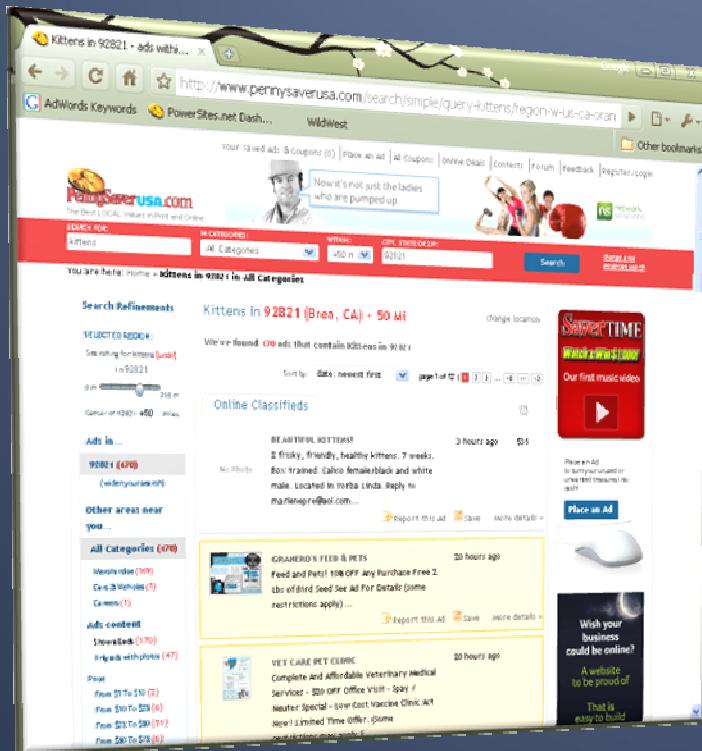
\$3,500



Before optimization
Averaged **\$3,500**/month

After optimization
Averaging **\$13,500**/month

Our Future Improvements



Site Redesign

- Test new AdSense placements
- Use eye-tracking studies to determine best locations, especially for homepage.
- Test 336 x 280 box size (#1 according to Google).

Our Future Improvements

```
<script type="text/javascript">
GS_googleAddAdSenseService("ca-pub-
5517484840348343");
GS_googleEnableAllServices(); </script>
<script language="JavaScript">
GA_googleAddAttr("Website",
"pennysaverusa");
GA_googleAddAttr("Region", "ca-
orange"); GA_googleAddAttr("Region",
"ca"); </script> <script
type="text/javascript">
GA_googleAddSlot("ca-pub-
5517484840348343", "Link_125x125_3");
GA_googleAddSlot("ca-pub-
5517484840348343",
"Leaderboard_728x90");
GA_googleAddSlot("ca-pub-
5517484840348343", "Link_125x125_1");
GA_googleAddSlot("ca-pub-
5517484840348343", "Link_125x125_2");
GA_googleAddSlot </script>
GA_googleAddSlot("ca-pub-
5517484840348343",
"Leaderboard_728x90");
GA_googleAddSlot("ca-pub-
5517484840348343", "Link_125x125_1");
GA_googleAddSlot("ca-pub-
5517484840348343", "Link_125x125_2");
GA_googleAddSlot </script>
```

Test code changes

- Put the best-performing placements at the top of HTML code.

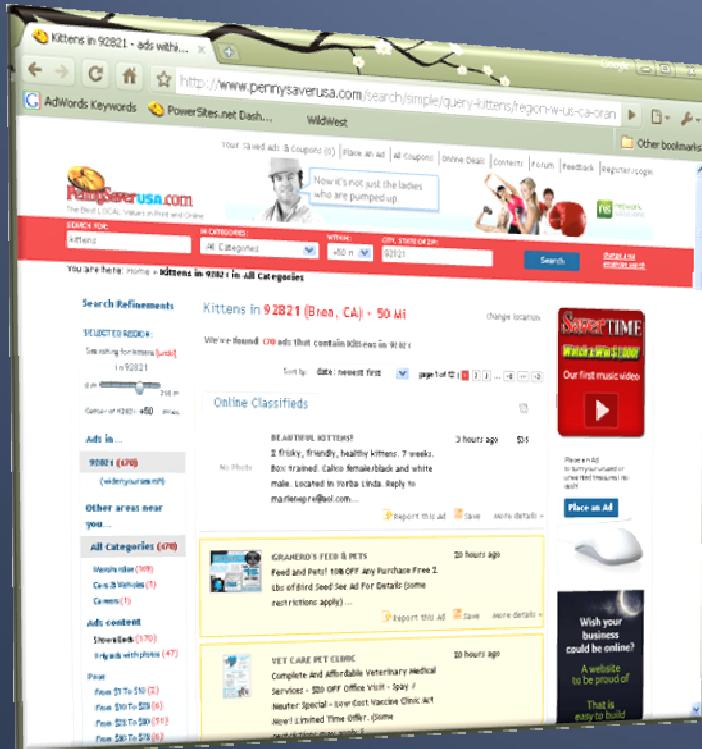
Our Future Improvements



Increase Traffic

- Implementing new mobile, social media, and email marketing strategies to increase visitors.

Our Future Improvements



Any Other Suggestions?



PennySaverUSA.com

Why SEM?

- Effort to **reclaim revenue** from declining print



Why SEM?

- Effort to **reclaim revenue** from declining print
- Ability to **reach potential SEM customers** that no one else can reach as effectively (and as regularly) as we can



Why SEM?

- Rebrand PennySaverUSA as a **complete media provider** that includes both print and a robust online offering:
 - In conjunction with our existing PennySaverUSA.com offerings (Power Sites)





Why SEM?

- Expand client base to include businesses who otherwise would not do business with us.



Why SEM?

- Expand client base to include businesses who otherwise would not do business with us.
- Gain credibility with Google, Yahoo, MSN and Ask.com brand as part of our product mix.



Our SEM Partners:

 WebVisible





- WebVisible Inc., Irvine, California, WebVisible.com
- Turnkey, Managed Platform Solution Supporting Interactive Advertising
- “Geneva”: The brains, back-end and Intellectual Property of WebVisible



- WebVisible provides
 - Strategic Partnership
 - Tiered Support





iuvo Media Consultants LLC.
Paul McArthur
iuvoonline.com

- **Strategic development:**
 - Pricing, collateral, pre- and post-launch support.
- **iuvo provides:**
 - Training
 - Field sales ride-alongs
 - Sales support
 - Day-to-day operations and management



CAN YOUR BUSINESS BE FOUND??

SEARCH ENGINES HAVE NOW BECOME THE #1 RESOURCE FOR PEOPLE LOOKING FOR A LOCAL PRODUCT OR SERVICE.

According to Nielsen//NetRatings, consumers use the following sources to find local businesses:



74% Internet search engines - Google, Yahoo!, or MSN

65% Yellow pages telephone directory

50% Internet yellow pages

44% Your local newspaper

33% White pages telephone directory

29% Television

SEARCH RESULTS PAGE

#1 RESOURCE FOR PEOPLE LOOKING FOR A LOCAL PRODUCT OR SERVICE

The screenshot shows a Google search results page for the query "Flowers in San Diego". The results are divided into several sections:

- Web:** Shows options like Images, Video, Maps, News, Shopping, Gmail, and more.
- Search Bar:** Contains "Flowers in San Diego" and a "Search" button.
- Local business results:** A map of San Diego with pins indicating flower delivery locations. Below the map is a list of 13 local florists with their names, websites, and phone numbers.
- Sponsored Links:** A vertical column of ads for various florists, each with a "Sponsored Links" heading.
- Results Summary:** Text at the top right stating "Results 1 - 10 of about 13,600,000 for Flowers in San Diego. (0.34 seconds)"

Arrows from the text boxes on the right point to specific elements on the search results page:

- A red box points to the local business results section.
- A blue box points to the sponsored links section.
- A blue box points to the results summary text.
- A blue box points to the "Web" search bar.
- A red box points to the "Sponsored Links" heading in the ads.

**PowerClicks
ADS APPEAR HERE**

**FREE LOCAL
MAP LISTINGS**

**FREE ORGANIC
LISTINGS**

HOW DOES SEARCH ENGINE MARKETING WORK?



Online Shopper Searches for a Product / Service Your Business Offers

They See Your Ad On One of the Major Search Engines

They Click Through from the ad to Your Landing Page

They View Your Current Special Offers, Coupons and Business Info

They Take an Action: Phone Call, Email, Visit Website, Print Map or Coupon, Etc

ONLY TARGETING ONLINE SHOPPERS IN YOUR SERVICE / TRADE AREA
WHO ARE ACTIVELY LOOKING FOR YOUR PRODUCT OR SERVICE

Susannah's Gourmet Grub provides a fine dining experience in the Orange County area

Susannah's Gourmet Grub

Savor and explore our diversity

121 Innovation Drive
Suite 100
Irvine, CA 92617
(800) 783-1716



Business Hours

| | Open | Close |
|-----|---------|----------|
| Mon | 4:00 PM | 11:00 PM |
| Tue | 4:00 PM | 11:00 PM |
| Wed | 4:00 PM | 11:00 PM |
| Thu | 4:00 PM | 11:00 PM |
| Fri | 4:00 PM | 11:00 PM |
| Sat | 4:00 PM | 12:00 AM |
| Sun | 4:00 PM | 12:00 AM |

On Fridays and Saturdays, please make reservations 48 hours in advance to ensure accommodations for your party. Thank you!

Payment Methods

- Cash
- Debit/ATM
- Check
- Visa
- Mastercard
- American Express
- Discover

Fine Dining Today!
(800) 783-1716

- Print Page
- Bookmark
- Visit Our Website
- Email Us
- View Map

Overview

Products & Services

Video

Specialties

Specials

D

Overview

Welcome to Susannah's Gourmet Grub

Steaks, Wine, and Spirits

Opened in 2004, Susannah's Gourmet Grub offers an unparalleled dining experience featuring prime steaks and fresh seafood while bringing a more intimate dining experience and night life to the downtown Irvine area.

Our extensive menu and warm atmosphere has defined Susannah's as one of the top restaurants in Orange County. We have worked with chefs from around the world to create a menu beyond compare, using only the freshest ingredients, and offering a range of classic menu items to rare dishes found only at Susannah's.

Sip, savor and explore the diversity of our wine list and the impressive selection of producers from both domestic and international wineries, or enjoy a cigar hand-crafted with a cigar by the fireplace in our one-of-a-kind smoking room, unlike any other.

[Merchant Center](#)



F

POWERCLICKS

PowerClicks LANDING

PAGE

A. NAME, CONTACT & CALL TRACKING

Prominent display of your business name, contact information, and call tracking phone number.

B. ACTION BUTTONS

Drives sales with a strong call to action. Allows potential customers to print your Landing Page, bookmark your Landing Page in their browser, jump to your Web site, e-mail you, or jump to the map of your business location.

C. LOGO BOX

Prominently marketing your brand with your logo.

D. TAB LAYOUT

Tabs allow for additional content, such as an overview of your business, a lists of your products and services, space to embed a video, lists of your specialties or brands, and a tab for Internet specials or coupons. Total of six customized tabs.

E. HOURS, PAYMENT METHODS, OTHER INFO

Prominent display of your business hours, payment methods accepted and other important information.

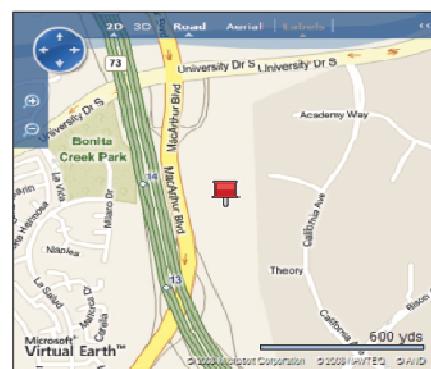
F. MAP

An interactive Microsoft™ Virtual Earth™ map displays your business location and driving directions so potential customers can easily find you.

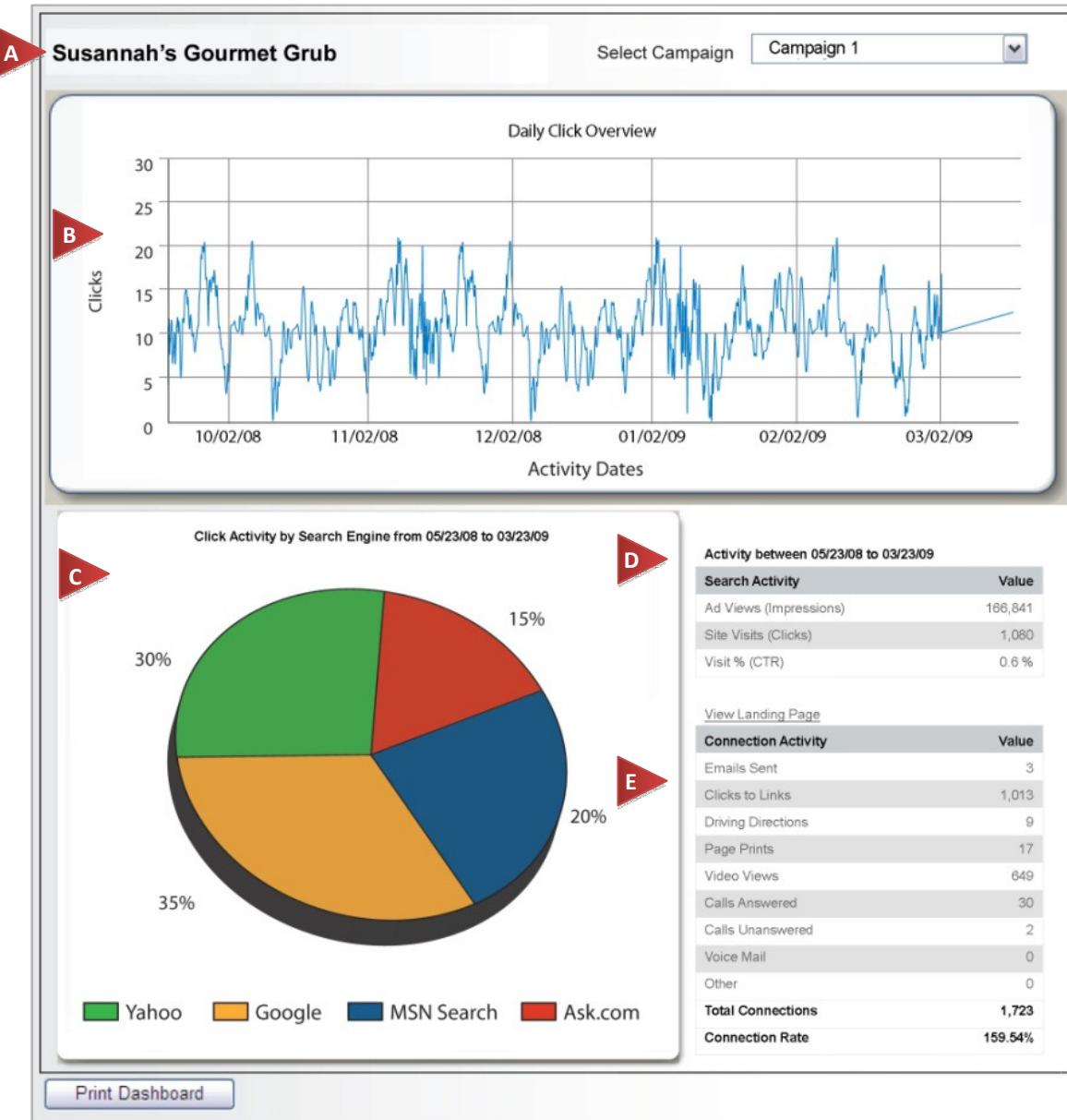
G. COLOR THEMES

Six color themes available with a blue theme as default.

[LIVE EXAMPLE!!](#)



Measure ROI With PowerClicks MERCHANT CENTER



A. HEADER

The name of your business is prominently displayed along with the ability to choose multiple campaigns.

B. DAILY CLICK OVERVIEW

Graphically displays click activity of qualified local customers visiting your site.

C. ACTIVITY BY SEARCH ENGINE

Graphically displays the search engines from which your new customers are finding you.

D. SEARCH ACTIVITY

Numerically displays search activity by ad views, site visits, and click-through rate.

E. CONNECTION ACTIVITY

Numerically displays the number of times potential customers have called you, sent you an email, clicked links on your Landing Page, created driving directions, and printed your Landing Page.

LANDING PAGE DETAIL: CALL TRACKING

Call Activity from 7/26/2007 to 12/14/2007

Export to Excel | Print Report

Call Tracking Summary for (678) 866-1400

| Date Range | Total Calls | Calls Answered | Avg. Call Duration |
|------------------------|-------------|----------------|---------------------|
| 7/26/2007 - 12/14/2007 | 61 | 51 | 2 minutes 6 seconds |

Call Tracking Detail for (678) 866-1400

| Date of Call | Time of call | Call Duration | Answer Status | Caller # | Recording |
|--------------|--------------|----------------------|---------------|----------------|-----------|
| 11/20/2007 | 04:35:34 AM | 6 minutes 56 seconds | ANSWER | (404) 464-1280 | |
| 11/14/2007 | 01:03:55 PM | 1 minute 17 seconds | ANSWER | (770) 514-6595 | |
| 11/7/2007 | 09:40:13 AM | 1 minute 52 seconds | ANSWER | (770) 590-8820 | |

| | | | | |
|------------|-------------|---------------------|----------|--------------|
| 10/31/2007 | 11:05:34 AM | 1 minute 17 seconds | ANSWERED | 770-409-8330 |
| 10/31/2007 | 11:01:28 AM | 16 seconds | Other | 770-409-8372 |

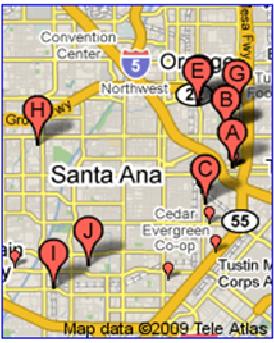
| | | | | |
|------------|-------------|----------------------|----------|----------------|
| 10/25/2007 | 08:01:19 AM | 50 seconds | Answered | (404) 729-7021 |
| 10/24/2007 | 01:12:19 PM | 1 minute 19 seconds | Answered | (770) 936-8025 |
| 10/15/2007 | 11:34:16 AM | 2 minutes 35 seconds | Answered | (404) 473-0065 |
| 10/15/2007 | 11:29:15 AM | 1 minute 2 seconds | Answered | (404) 473-0065 |

- ▶ **FREE Call Tracking Number**
- ▶ **Local or Toll-Free**
- ▶ **FREE Call Recording**
- ▶ **Allows you to truly measure your ROI**

CAN YOUR BUSINESS BE FOUND??

Google [Advanced Search](#)

Web [Show options...](#) Results 1 - 10 of about 303,000 for [santa ana cleaning service](#) (0)

| | |
|---|--|
| <p>CA House Cleaning Service MaidBrigadeOfHuntingtonBeach.com Need Help making Your Home Look Like New? Call For Home Maid Svc.!</p> <p>Maid Santa Ana, CA MerryMaidsOrangeCounty.com Free Estimates In Costa Mesa Areal Quality Affordable Home Cleaning.</p> <p>Maid 4 You-Orange County www.Maid4YouOC.com Serving Santa Ana Since 1997. Call Today for Your Free Estimate!</p> <p>Local business results for cleaning service near Santa Ana, CA</p>  <p>A. Janitorial Service - www.greatjanitor.com - (714) 609-8556 - More B. Elite Maid Services - www.elitemaid.com - (714) 541-4848 - 1 review C. Merry Maids - www.merrymaids.com - (714) 245-2700 - 1 review D. Elite Maid Services Referral Agency - www.elitemaid.com - (310) 412-6243 - More E. Building Cleaning Systems - www.buildingcleaningsystems.com - (714) 639-1759 - More F. Maid Experts - www.maidexperts.com - (714) 960-0365 - More G. Bryan Exhaust Hood Cleaning Orange County - www.bryanexhaust.com - (800) 300-7832 - More H. Sparkle Cleaning Co - www.sparklecc.com - (714) 554-6654 - More I. Renew Carpet Cleaning - www.renewcarpetcleaning.com - (949) 232-7776 - More J. Creative Memories Judi Jordan - www.creativememories.com - (714) 751-2828 - More More results near Santa Ana, CA »</p> <p>Santa Ana, CA Cleaning Services Businesses & Services by Yahoo! Local Santa Ana Cleaning Services Recommendations. Carpet Upholstery Rug & Air Duct Cleaning 92705 (310) 987-4390 Santa Ana, CA. User Rating: Good (2) ... local.yahoo.com/CA/Santa+Ana/Home.../Cleaning+Services - Cached - Similar -   </p> <p>Santa Ana - House Cleaning Services : yellow pages by Kudzu.com Local house cleaning services businesses in Santa Ana, CA : yellow pages by Kudzu.com. Find local house cleaning services businesses in Santa Ana with ... orangecounty.kudzu.com/SantaAna/housecleaningservices.html</p> | <p>Sponsored Links</p> <p>House Cleaning \$69 House, Window, and Carpet Service All 7 Days of the Week! WeekendMaids.net Santa Ana, CA</p> <p>The Maids Orange County Maid Service Santa Ana. Nobody Outcleans The Maids. www.themaidsoc.com</p> <p>Orange County Maids House cleaning services in Orange County, Costa Mesa, Irvine, Newport Beach, etc. www.maidexperts.com</p> <p>Santa Ana Maid Service Detailed Maid Service Throughout Uniformed & Highly Trained Teams Mariannas.com/SantaAna Los Angeles, CA</p> <p>Maid Service Santa Ana Professional, Reliable, Accountable Very Affordable Rates - Orange County www.maidpro.com</p> <p>Orange County Maids Caring for Orange County since 1986 Fun, English Speaking Staff www.BrightsideCleaning.com Santa Ana, CA</p> |
|---|--|

What's Included?

FREE Landing Page

► FREE results driven landing page (mini-website) - Designed to convert shoppers to buyers

FREE Call Tracking

► FREE call tracking and recording

Ongoing Optimization

► Ongoing advertising and keyword optimization

Unlimited Changes

► Unlimited keyword and ad changes. Monthly landing page changes.

Ongoing Support

► Face to face and personalized customer service and support

FREE Reporting

► FREE 24/7 Merchant Center access featuring: Free call tracking, Free reporting, and Free email response tracking!



Pre-Launch Logistics

- Branding
- Pricing and packaging
- Sales collateral
- Insertion order process
- Built marketing website
- Test plan
 - Top 25 reps in one region
(Outside and Inside Sales)
- Set milestones for success



Pre-Launch Training

- Trained CSR's on order entry and product management
- Pre-Sales training (two hour live presentation) to give reps an overview of the product.
 - Not 'full' training...Just enough to permit them to pre-sell the excitement of the program and set advance appointments

Launch Week

- Full 9 hour '**SEM Boot Camp**'
 - SEM technical training soup to nuts.
 - Sales training / role play
 - Identification of ideal verticals
 - Overcoming objections
 - Product positioning
 - Competition
 - Etc



Launch Week

- 4-Legged calls
 - Reps had to set 6-8 SEM appointments per day
 - SEM expert from Luvo and WebVisible showed reps how to sell and close
- Group Presentation
 - Met with select advertisers after hour
 - Presented SEM in a casual ‘non-sales’ environment
 - Presented SEM to over 100 customers in three days

Rep Compensation

- \$50 sign-on bonus for every initial SEM sale
- 15% recurring commission each Guaranteed sale
- 7.5% recurring commission each Budget-based sale

Rep Compensation Example

| MONTH | # SOLD | SPIFF | NEW COMM | RECURRING | MONTHLY | ANNUALIZED |
|-------|--------|----------|----------|------------|------------|-------------|
| 1 | 4 | \$200.00 | \$179.99 | \$0.00 | \$179.99 | \$2,159.93 |
| 2 | 5 | \$250.00 | \$224.99 | \$179.99 | \$404.99 | \$4,859.84 |
| 3 | 6 | \$300.00 | \$269.99 | \$404.99 | \$674.98 | \$8,099.73 |
| 4 | 7 | \$350.00 | \$314.99 | \$674.98 | \$989.97 | \$11,879.60 |
| 5 | 8 | \$400.00 | \$359.99 | \$989.97 | \$1,349.96 | \$16,199.46 |
| 6 | 8 | \$400.00 | \$359.99 | \$1,349.96 | \$1,709.94 | \$20,519.32 |
| 7 | 8 | \$400.00 | \$359.99 | \$1,709.94 | \$2,069.93 | \$24,839.17 |
| 8 | 8 | \$400.00 | \$359.99 | \$2,069.93 | \$2,429.92 | \$29,159.03 |
| 9 | 8 | \$400.00 | \$359.99 | \$2,429.92 | \$2,789.91 | \$33,478.88 |
| 10 | 8 | \$400.00 | \$359.99 | \$2,789.91 | \$3,149.90 | \$37,798.74 |
| 11 | 8 | \$400.00 | \$359.99 | \$3,149.90 | \$3,509.88 | \$42,118.60 |
| 12 | 8 | \$400.00 | \$359.99 | \$3,509.88 | \$4,973.94 | \$59,687.28 |

Results

- Too Early to Claim A Success (only 45 days into it right now).
- Early Results are as follows:
 - Only 16 of 25 reps have sold anything
 - 52 packages sold (48 guaranteed and 4 budget)
 - Average sale: A little over \$400 US per month
 - Total sales: Approximately \$250,000 annualized (counting \$150 initial set-up fee)
 - Profit margin is less than print...but worth it.
- Expected churn in six months < 15%

Future Rollout

- Will continue to test with 25 reps through early Q1 2010
- Hopeful roll out to all 500+ reps if revenue / customer retention projections hold
- Potential annual revenue with all reps
 - \$6 - 10 million US

POWERCLICKS



PennySaverUSA.com